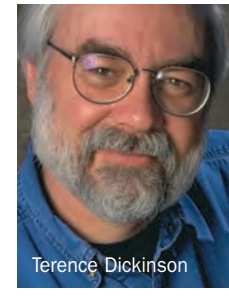


# We Deliver Canada



**SkyNews**  
The Canadian Magazine of Astronomy & Stargazing

## PLACE YOUR ADS AMONG THE STARS



Terence Dickinson

Editor Terence Dickinson is Canada's leading astronomy writer. His classic books *NightWatch* and *The Backyard Astronomer's Guide* are the standard references for backyard astronomers in North America. *Splendours of the Universe*, coauthored with Jack Newton, is a beautifully illustrated introductory guide to astrophotography.

### THE AMATEUR ASTRONOMY DREAM TEAM

In every issue, associate editor Alan Dyer's "Exploring the Night Sky" provides a popular observing guide for each two-month period. Each issue features columns by famed comet-hunter David Levy, West Coast stargazing expert Ken Hewitt-White and astronomy writers Gary Seronik and Ray Villard. Contributing editors Ivan Semeniuk and Catherine DeLury, and assistant editors Todd Carlson and Christine Kulyk round out the dream team.

### LOYAL AND ENGAGED READERS

Subscription renewal rates are well above industry averages; nearly 70% of *SkyNews*'s revenue comes from readers. Engaged readers share their stargazing experiences via letters, emails and submissions to the Photo of the Week."

The only medium that covers the people, events and activities related to amateur astronomy in Canada, *SkyNews* is a "must read" for all life-long stargazers and astrophotographers.

A colourful, graphic, easy-to-read style is the perfect entry point for beginners and has helped amateur astronomy grow to new heights in Canada.

### EACH ISSUE IS AT WORK FOR TWO MONTHS

98% of readers read every issue and 79% refer to each issue three or more times. 61% spend an hour or more with each issue and 77% save their copies for more than a year.†

When readers were asked how they found the level of presentation in *SkyNews*, 91.2% of respondents checked, "Just about right".

## EDITORIAL SCHEDULE



2010 MARKS THE 16TH ANNIVERSARY OF SKYNEWS MAGAZINE. BE A PART OF THE SKYNEWS SUCCESS STORY!

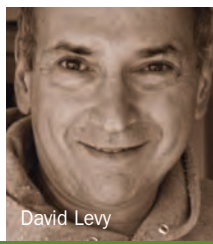
*SkyNews* is for active stargazers. They rely on *SkyNews* for star charts and the time-sensitive, geo-specific and seasonal information they need to pursue their passion.

### REGULAR DEPARTMENTS



Alan Dyer

**EDITOR'S REPORT**  
by Terence Dickinson  
**NEWS**  
**READERS' GALLERY**  
**STAR CHART**  
(time-sensitive)



David Levy

**EXPLORING THE NIGHT SKY** by Alan Dyer  
(time-sensitive)  
**NIGHTFALL** by David H. Levy  
**SCOPING THE SKY**



Ken Hewitt-White

by Ken Hewitt-White  
**ON THE MOON**  
by Gary Seronik  
**OTHER WORLDS**  
by Gary Seronik



Gary Seronik

*SkyNews* is the only adult science magazine in English Canada



Ray Villard

### READER PROFILE

75.4% are male, 24.6% female  
74.3% attended college or university  
51% are under 55 years, 49% 55 years or more  
53.7% have an annual household income of \$50,000 or more

### EDITORIAL SCHEDULE

#### MARCH/APRIL ISSUE

- SATURN'S RINGS RETURN TO GLORY  
Space reserved January 7  
Ad material due January 14  
Home delivery begins February 10

#### MAY/JUNE ISSUE

- BEST BINOCULARS AND SMALL TELESCOPES FOR BIRDING AND ASTRONOMY  
Space reserved March 8  
Ad material due March 17  
Home delivery begins April 14

#### JULY/AUGUST ISSUE

- THE SUMMER STARGAZING ISSUE  
Space reserved May 5  
Ad material due May 12  
Home delivery begins June 9

#### SEPTEMBER/OCTOBER ISSUE

- ASTROPHOTOGRAPHY  
Space reserved July 7  
Ad material due July 14  
Home delivery begins August 11

#### NOVEMBER/DECEMBER ISSUE

#### SPECIAL 100TH ISSUE!

- ANNUAL BEST ASTRONOMY BOOKS OF THE YEAR  
Space reserved September 8  
Ad material due September 16  
Home delivery begins October 13

#### JANUARY/FEBRUARY 2012 ISSUE

- 10 BEST CELESTIAL EVENTS IN 2012  
Space reserved November 9  
Ad material due November 11  
Home delivery begins December 12

The editorial content listed is subject to change without notice. Revised December 2010

# ADVERTISING OPTIONS

## EDITORIAL PAGES – SPECIFICATIONS

FULL PAGE	42.75 picas horizontal x 59.25 picas vertical	7.125" x 9.875"
FULL PAGE (BLEED)*	48.75 picas horizontal x 65.25 picas vertical	8.125" x 10.875"
2/3 PAGE VERTICAL	28 picas horizontal x 59.25 picas vertical	4.685" x 9.875"
1/2 PAGE HORIZONTAL	42.75 picas horizontal x 29 picas vertical	7.125" x 4.875"
1/2 PAGE ISLAND	28 picas horizontal x 44.25 picas vertical	4.685" x 7.375"
1/3 PAGE VERTICAL	13.5 picas horizontal x 59.25 picas vertical	2.25" x 9.875"
1/3 PAGE HORIZONTAL	42.75 picas horizontal x 19 picas vertical	7.125" x 3.25"
1/3 PAGE 'SQUARE'	28 picas horizontal x 29 picas vertical	4.685" x 4.875"
1/4 PAGE VERTICAL	21 picas horizontal x 29 picas vertical	3.5" x 4.875"
1/6 PAGE VERTICAL	13.5 picas horizontal x 29 picas vertical	2.25" x 4.875"
1/6 PAGE HORIZONTAL	28 picas horizontal x 14 picas vertical	4.685" x 2.333"
1/8 PAGE HORIZONTAL	21 picas horizontal x 14 picas vertical	3.5" x 2.333"

## ASTROMART – SPECIFICATIONS

1/2 PAGE HORIZONTAL	42.75 picas horizontal x 29 picas vertical	7.125" x 4.875"
1/2 PAGE ISLAND	28 picas horizontal x 44.25 picas vertical	4.685" x 7.375"
1/3 PAGE VERTICAL	13.5 picas horizontal x 52.25 picas vertical	2.25" x 8.75"
1/3 PAGE HORIZONTAL	42.75 picas horizontal x 20.5 picas vertical	7.125" x 3.442"
1/4 PAGE VERTICAL	21 picas horizontal x 29 picas vertical	3.5" x 4.875"
1/6 PAGE VERTICAL	13.5 picas horizontal x 29 picas vertical	2.25" x 4.875"
1/6 PAGE HORIZONTAL	28 picas horizontal x 14 picas vertical	4.685" x 2.333"
1/8 PAGE VERTICAL	13.5 picas horizontal x 20.5 picas vertical	2.25" x 3.442"
1/12 PAGE 'SQUARE'	13.5 picas horizontal x 14 picas vertical	2.25" x 2.333"
LARGE BANNER	42.75 picas horizontal x 7 picas vertical	7.125" x 1.167"
SMALL BANNER	28 picas horizontal x 7 picas vertical	4.685" x 1.167"

\* On all bleeds, please add 1.5 picas (1/4") beyond ad size given above and include crop marks to show ad dimensions.

BLEED SPECS FOR ALL MAJOR DISPLAY ADS ARE AVAILABLE UPON REQUEST.

## AD MATERIAL REQUIREMENTS UPDATED FEBRUARY 2011

### PRODUCTION

- Electronic files should be supplied as PDFx-1a (Press Optimized): 300 dpi, CMYK, bleeds if necessary, fonts embedded, registration marks included with a 12 pt offset.
- QuarkXPress or Illustrator AI files are acceptable but must include all support elements, including images, logos, fonts, etc. A PDF proof must be supplied for reference with these formats. *SkyNews* cannot assume responsibility for printing results if ad proof is not provided.
- Other acceptable formats include high-res Photoshop EPS, JPEG, TIFF, Illustrator EPS.

Printing method: web press

Paper stock: 70lb Supreme gloss

Binding: saddle stitched

Screen: staccato imaging

*SkyNews* magazine is FSC certified, designated as Mixed Sources: Product group from well-managed forests, controlled sources and recycled wood or fibre. Cert. no. SW-COC-001506.

### SHIPPING

Files under 10MB can be e-mailed to [jmclean14@cogeco.ca](mailto:jmclean14@cogeco.ca). Please contact us for ftp instructions for sending larger files.

If shipping via courier, send to Janice McLean, 21 Pine Street, Kingston, ON K7K 1W2. Tel: 613-531-3567.

Fax: 613-548-4932.

**INSERTS WELCOME** Ask for a specific quote for your insert.  
**skynews.ca AD SPECS** available on request.

YOUR ADVERTISING CONTACT IS: Greg Keilty, Publisher, *SkyNews*  
[g\\_keilty@sympatico.ca](mailto:g_keilty@sympatico.ca) Tel: 613-966-6225. Fax: 613-968-7417.

# REACH NEARLY 80,000 AMATEUR ASTRONOMERS IN CANADA!

**TOTAL AVERAGE CIRCULATION PER ISSUE:**  
**25,000 COPIES** (3.2 readers per copy\*)

**AVERAGE PAID SUBSCRIPTIONS PER ISSUE**  
**Individual and bulk paid subscriptions:**  
**19,000 COPIES**

(Bulk subscriptions include: Royal Astronomical Society of Canada members 100%, HR MacMillan Space Centre members, Canada Science & Technology Museum premium memberships, York University astronomy students and continuing education classes, public and private observatories, Canadian Space Resource Centre, and more.)

**SINGLE COPY SALES PER ISSUE:**  
**4,000 COPIES**

(Sold via newsstands, science and astronomy stores, camera stores, museum and science centre shops, conferences and back issues and digital edition copies.)

**AVERAGE CONTROLLED  
DISTRIBUTION PER ISSUE:**  
**2,000 COPIES**

(Each issue includes some targeted distribution at astronomy-related events in Canada and copies requested by organizations: e.g., the Science Teachers Association of Ontario convention, astronomy clubs, science camps and star parties.)

**PLUS**, reach more than 150,000 stargazers a year with your ad on **Terence Dickinson's skynews.ca**. It's a more international audience than the magazine but no less qualified.

*SkyNews* is the **ONLY** way to reach the entire amateur astronomy and astrophotography market in Canada.

**73.3% of SkyNews readers do NOT read  
any other astronomy publication.†**

\* Source 1998 *SkyNews* readers survey, confirmed in 2002.

† Source 2002 unpublished readers survey conducted by CM Group

## IN THE WORDS OF OUR ADVERTISERS

Here are three examples of the positive feedback we receive from advertisers:

"Thank you again for the wonderful **SkyNews** magazine. It does a superb job in addressing the mainstream observers in Canada. Our ad in *SkyNews* was a significant step in getting established in business. We learned very quickly that focused advertising is the best way to spend our advertising dollars. We tried putting ads in local newspapers and even...radio...and a listing with businesses in Central Alberta. For all that cost and effort, we can't point to one positive response. But getting into **SkyNews**...now that makes a big difference."

—Ken Fromm, All-Star Telescope

"I have been in business for 17 years. When I decided to advertise in your magazine, the results were more than I expected. The first few months were average from the response generated from the ad in **SkyNews**. But lately, it has surpassed my expectation. I have people coming in our small shop inquiring about our custom made video CCD cameras and our line of domes and asking if we carry telescopes..."

Thank you and your whole team for producing such a magazine."  
—Rock Mallin, Pro-Com Electronics & Telescope Repairs, Ottawa, ON

Kent Goranson is proprietor of Focus Scientific, a retail advertiser in Ottawa, Ontario. When asked if **SkyNews** worked for him, he laughed and replied, "We sold a truckload of telescopes when you ran that article..." (and he mentioned an earlier review). When asked if he actually meant "a truckload" he said: "I sold a whole truckload."



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